

Selvedge Consulting Limited customer privacy notice

This privacy notice tells you what to expect us to do with your personal information.

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Contact details

Post

Cranleigh, North Street, , WINCANTON, Somerset, BA9 9AT, GB

Telephone

07946173935

Email

anna@servedgeconsulting.com

What information we collect, use, and why

Participants to our market research projects to improve products and services for clients

As a market research agency, we contact members of the public and other stakeholders to invite them to take part in market research activities on behalf of a client that has commissioned us. Our projects can involve in-person interviews, telephone interviews, online interviews, online surveys, focus groups or other activities. Each project we are commissioned for is subject to a specific Data Processing Agreement.

Whatever the approach we ensure you are aware of our Privacy Policy and we obtain your informed consent to participate:

- We explain the personal data we are collecting up front
- We explain the purpose of collecting this data and outline the legitimate purpose
- We explain how much time we need from you to participate
- That you have the right to be anonymous and withdraw at any point
- That you have the right to access and withdraw data from research at any time
- How long we will store your data for
- We will only collect what is necessary for the purposes of each research project. We will not share any of the information from research participants with any third parties for marketing purposes or store any of your information outside of the European Economic Area. The information you provide will be held securely by us and/or our data processors whether the information is in electronic or physical format.
- Each research project is unique and the type of information that is necessary to collect for a given project will vary. We will make clear to you the information that will be collected for each specific market research project you participate in. We may collect or use the following information to **provide and improve products and services for clients**:
 - Names and contact details
 - Gender
 - Pronoun preferences
 - Occupation
 - Date of birth
 - Marital status
 - Financial data (including income and expenditure)
 - Employment details (including salary, sick pay and length of service)

- Health information (such as medical records or health conditions)
- Video recordings
- Audio recordings (eg calls)

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible [lawful bases](#) in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [Read more about the right of access.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [Read more about the right to rectification.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [Read more about the right to erasure.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [Read more about the right to restriction of processing.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [Read more about the right to object to processing.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [Read more about the right to data portability.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [Read more about the right to withdraw consent.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide and improve products and services for clients** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

Where we get personal information from

- Directly from you
- Publicly available sources
- Market research organisations
- Providers of marketing lists and other personal information
- Suppliers and service providers

How long we keep information

We only keep [personal data](#) for as long as it is required for completion of the research project for which it is collected. In most cases this is for no more than 3 months.

Who we share information with

Others we share personal information with

- Professional consultants who are working with Selvedge Consulting Limited to carry out a research project.

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

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